

MOOMBAKI MID-WINTER NEWS

MID-WINTER already? It certainly feels like it this far south. We've had wild storms, gale force winds, and torrential downpours. Now imagine our family out there in our wet weather gear, hand knitted beanies, and soggy boots trying to get the pruning done! Well, we did come in when the storm hit, but it takes a lot to keep us out of the vineyard. The pruning is the single most important vineyard job of the year. It takes about 3 months - we pretty much do it all ourselves (well Dave does mostly, 'cos he won't let just anyone cut a precious vine) - and, we know that if we want to continue to produce some of the best fruit in the region, we can't rush through it. We cane prune which means wrapping down new wood every year, thus reducing disease pressure, and we constantly strive to get the balance right between yields and vine maturity - and so far it's working! *(ps - since I wrote this we've had a full week of THE most fabulous weather!!!)*



SMALL VINEYARDS, SELECT PARCELS OF FRUIT, TRUE TERROIR We really appreciate that you care about where your wine is coming from. That you support small, independent family-owned and run wineries (like us!), whose efforts go into producing amazing parcels of hand-picked fruit, resulting in wines that reflect the individual styles of our region, our terroir, really makes a difference. Sure beats picking up the latest bargain bin discount from your local superstore, produced by an amalgamated mega-winery, made from bland fruit of dubious quality - and squeezed the grower while they were at it!

WHAT MAKES US DIFFERENT You've maybe noticed that we're not your typical winery interested in the bottom line and percentages of profits (otherwise we'd probably have chucked it in by now). What we are about, is doing things in a sustainable way, as we have been for the last 14 years, long before carbon credits came into the vernacular. At MOOMBAKI, we are supporting our own little ecosystem where, over the previous decade we have planted thousands of trees - which are now small forests filled with insect, bird and animal life - we have fenced off our river, and we are the most proud guardians of our wetlands that support a migratory, breeding flock of spoonbills. So you see, the vineyard is really part of our way of supporting the ecosystem, our way of life, and the ongoing health of our own bit of paradise.

WINE . . . MMM There are so many sensory pleasures to be had from wine - maybe you remember when you visited (the tree-lined drive to our intimate cellar door, perhaps the spoonbills were nesting in the paperbarks), or you shared a bottle with friends over an amazing dinner, or a bottle just disappeared while watching *the Olympic Games*! We hope you continue to select special bottles and create some more magic moments.

MOOMBAKI SPECIAL OFFER - during August only!

2005 VINTAGE REDS Well, to show our gratitude to our mailing list clients, we've put together a special case of **2005 vintage reds**: 4 Shiraz (\$100), 6 Cab blend (\$150), AND 2 of our very special Reserve (\$110). For **this month only** is available for **\$300** (do your sums - it's a great deal!) **AVAILABLE UNTIL AUG 31 2008.**

LAST 20 CASES SHIRAZ Also keep in mind that we are getting low on our 05 Shiraz (last 20 cases), if you'd like to put some away - you'd better do it soon (still just \$270 a case - we probably should have put the price up on this - 2 Gold medals, 94/100 from Halliday - but we'd like to pass on a great deal direct to you!)

PSST - IT'S UNOFFICIAL, BUT . . . we've got an inkling that our 2005 Reserve has done very well in the newly released Halliday 2009 Australian Wine Companion (we've been invited to participate in a couple of prestigious events).

STOP PRESS - THE WORD IS OUT - THE 2005 RESERVE HAS BEEN AWARDED A FABULOUS 95 POINTS IN THE NEW JAMES HALLIDAY WINE COMPANION - OUR BEST SCORE YET, AND IT IS ALSO LISTED IN THE FRONT OF THE BOOK IN THE BEST OF THE BEST in CABERNET STYLES. This score puts us up with some of Australia's most iconic wines (at a fraction of the price!) This month's special offer is a great way to get a couple of bottles included in a case at a fantastic price! Or, order 6 for \$300. Don't miss out . . . only 640 bottles remaining.

Thanks for your support. We wish you well.

kindest Regards Melissa & Dave

18th Aug 2008

PS To save on postage and paper we'd love to have your updated email address. Just flick us an email to the address below

MOOMBAKI WINES 341 Parker Rd Denmark Western Australia 6333 T: 08 9840 8006 E:moombaki@bigpond.com